

ASBESTOS

Vol. I

NOVEMBER, 1919

No. 5



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ASBESTOS AND MAGNESIA
MAY MEET FOR DISCUSSION



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ASBESTOS

A MONTHLY MARKET JOURNAL

Devoted to the Interests of Asbestos and Magnesia Industries

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EDITORIAL

The most serious problem confronting the country at the present time is that of labor and labor's demands. As someone has rather aptly put it, "The 'full dinner pail,' which was once the slogan of the laboring man, is now giving way to a demand for a family auto to take him home to luncheon every day."

And as justification for these demands, labor offers neither efficient nor sufficient production.

Hardly a day passes but what we hear of a strike in some industry or portion of an industry. In many cases the demands are so exorbitant that mills are being closed down. With demand for almost everything at a high point, the decrease in production caused by such shutdowns can hardly help but raise the price. With winter coming on, and prices for all foodstuffs remaining high, laborers who are out of work are bound to suffer, unfortunately the innocent as well as the guilty.

This is a time when it is absolutely necessary that we do not lose our heads, but rather put those heads together to work out the problem for the common good of all.

Organized effort is the only way. It accounts for the strength of the labor element. If Capital were one-half as well organized as Labor, Capital would be in control. We are selfish; we prefer to give all our attention to our own little individual problems, when by working together for the good of all most of our individual worries would disappear, put out of existence by the solving of the big problems of the industry as a whole.

Not until we have a broader understanding and all put our shoulders to the wheel, boosting, first our country, and then the industries in our country, as we did a year ago while the war was in progress, will we find a solution to our difficulties.

Just a word about ourselves and YOUR magazine. We were more than gratified this month by the ready response we received from several of our readers when asked to contribute an article on some particular point or product. Only a few requests of this kind have been made, as a sort of tryout, but so generous has been the response and so very interesting the articles so far received, that we feel

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encouraged to go ahead and ask others. It may be YOUR turn next.

There is no need to wait until you are asked, however. If you have an idea in your head for a good article which would be of interest to our readers, don't hesitate to send it in.

Another encouraging fact is the number of subscriptions recently received from firms who consume rather than produce Asbestos Products. To those firms, particularly, altho all subscribers are included in the invitation, we want to suggest that when a knotty problem, involving the use of Asbestos, arises, you write us about it. "ASBESTOS" will be able to put the problem up to experts in the line and secure a solution, and this can be handled either publicly through the pages of this journal, or, if desired, confidentially by correspondence or personal interviews. Let us help you solve your Asbestos problems.

Now that vacations are "bygones" and we are back in the harness, hale and hearty, let us buckle on our armor and speed up both production and sales during the coming year.

Remember, there's a bigger and a better position right ahead of yours, and, likewise, immediately behind you is an ambitious young chap looking for more room.

So, whoop her up! or—step aside.

SAMUEL TURNER IN THE UNITED STATES

Samuel Turner, of Turner Bros. & Co., Ltd., Rochdale, England, the largest manufacturers of Asbestos products in that country, and probably, if all were known, in the world, spent some time in the States last month, studying industrial conditions here.

From all accounts Mr. Turner was amazed by the "hum" of American industry, by the prompt dispatch of American business and especially by the rapidity of building construction. Incredible as it might seem, the comparatively satisfactory condition of the labor problem in the United States was to Mr. Turner impressive and surprising.

It is hopeless, he thinks, for England to cope with American competition in the world markets.

Rumors are current that Mr. Turner's mission here was to determine a suitable site for a new textile plant, but from impressions gathered by those in personal touch with him while here, no such venture is under consideration.

ASBESTOS

MARKET CONDITIONS

Crudes and Fibres

And still the demand for Asbestos crudes and fibres keeps up, as well as the price.

With the winter season coming on, making mining and transportation more difficult, increase in production is not to be expected, while the increasing sales in almost all Asbestos textile lines does not point to a decrease in demand.

Several manufacturers are exploring the market for crudes other than Canadian, with the result that Blue African and Rhodesian fibres are receiving the attention of local mills.

Prices are firm, with no effort on the part of the miners to take orders, because they know they cannot fill them.

Paper stocks and other short fibres are abundant, the prices on these grades have not changed.

A looked for increase in demand for magnesia pipe and boiler coverings will increase the demand for mill fibres.

It is interesting to note quotations, recently received from a Canadian miner, as follows:

Crude No. 1.....	\$1575	
Crude No. 2.....	875	
Mill Fibre "C".....	440	(testing 3-8-3-2)
Mill Fibre "R/M".....	140	(testing 0-2-10-4)
"F" Fibre.....	22	
"Floats".....	12	

85% Magnesia

The two most important factors in the 85% Magnesia market are the coming of winter weather, which always increases demand, and the marked increase in shipbuilding. Contracts are being let by many private corporations for a large number of good-sized ships for the transportation of their products, and the whole shipping situation promises a great need for 85% Magnesia pipe and boiler covering.

The coal situation augments this need. The serious conditions among the coal miners augers well for an acute shortage of both bituminous and anthracite, and, if available, prices are likely to soar to cover wage demands, increased freight rates and additional overhead charges.

The public now realizes that in coal, as in some other things, they can save money only by using less. This means

ASBESTOS

efficient insulation on pipes and boilers, and thanks to the publicity given 85% Magnesia by the Magnesia Association of America, the public is becoming convinced that the most efficient insulation is 85% Magnesia.

This fuel condition and the approach of winter is being felt not only in the increased number of inquiries on insulation materials, but in the *quality* of the inquiries, 75% of them indicating a real interest on the part of the inquirer.

Altogether the prospects in this market are bright. Prices have held firm for several months, and, owing to the high cost of all raw materials and labor, will doubtless remain at the present level for some time.

Asbestos Textiles

Jobbers and dealers in Asbestos yarns report a much heavier demand than for some time past. There are a number of large buyers in the market and a good inquiry especially for yarns and cloth. These, and other highgrade textiles are reported scarce, due to the scarcity of Asbestos crudes, and prices are firm. Some mills are running at capacity production.

The chemical and automobile industries are facing an unprecedented period of activity and prosperity. These fields carry with them an abnormal demand for Asbestos cloth and tapes. The motor industry is covering for its requirements for the future and chemical manufacturers are heavy buyers for immediate delivery.

Smaller channels share the demand for textiles, giving the manufacturers little or no chance to accumulate surplus stock. The electrical trade reports a good demand in household specialites and also considerable business in connection with building operation work. Although continued strikes in that line cause some holding up of contracts, both jobbers and manufacturers are well employed and manufacturers are busy.

Hardening, if not advancing, prices in the chemical, motor and specialty class of trade testify to the increased inquiry for their goods.

Textile manufacturers generally are speeding production to meet the demands of all industries requiring their products, and, notwithstanding the scarcity of crudes have been able to cope with the situation at firm, though not advanced, prices.

ASBESTOS

Asbestos Paper, Millboard, Etc.

Spirited demand for homes, no less than enlarged building programs for industrial plants, have given impetus to the paper and board business. Inquiries are reported on the increase, though present demands are easily cared for.

The stove trade reports another advance in prices of 5 to 10% on furnaces and ranges; their factories are working at capacity and difficulty is reported in meeting the demand which is especially large for furnaces, though there is considerable request for gas and oil heaters. Labor troubles are causing a considerable falling off in stove, range and heater production.

The above trade activities tell their own story. With a demand for the finished manufactured products over and above the supply, it is difficult to see why the market for their component materials should not be satisfactory, and remain so for sometime to come.

Statistics show that while orders are running slightly lighter than they did for the same period last year, they are quite a bit in excess of orders received in 1917 for the same period. Shipments are greatly in excess of last years' and slightly heavier than for the same period in 1917.

Summary

Summing it all up, the whole Asbestos industry can afford to be optimistic so far as future prospective business is concerned.

ASBESTOS BAGS FOR AERIAL MAIL

The Postoffice Bureau of Equipment and Supplies has for sometime past been preparing to equip its aerial mail carriers with Asbestos mail bags, and by the time this issue of "ASBESTOS" goes to press, 20 of these bags will be installed, a sufficient number to equip all mail-carrying planes in the service at present.

The bags are made of a good quality Asbestos cloth; they have been tested with a gasoline blow torch, it being found that even this great heat will not scorch paper inside the bag.

The cloth from which these bags are made was furnished by the Keasbey & Mattison Company.

FRANKLIN
FUEL SAVING

PRODUCTS

Catalog F. C. 7-19

FOREWORD

"The insulation of heated surfaces results in a direct saving in fuel which will repay the investment in a few months.

"Ignorance of the losses involved and of the savings which can be obtained is generally the reason for the continuance of the losses.

"This catalog, in a simple manner, will enable the large and small fuel user to calculate the losses, to fix on the best material for each condition, and to estimate the yearly saving compared with the investment required."

"The use of 85% Magnesia of the economic thicknesses will result in a saving which will repay the original cost of the installation in less than a year in practically every case, and under constant operation at high temperatures, where great thicknesses are called for, the saving will often pay for the installation in as short a time as two months."

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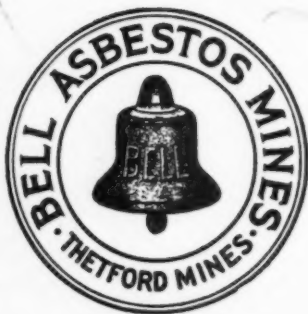
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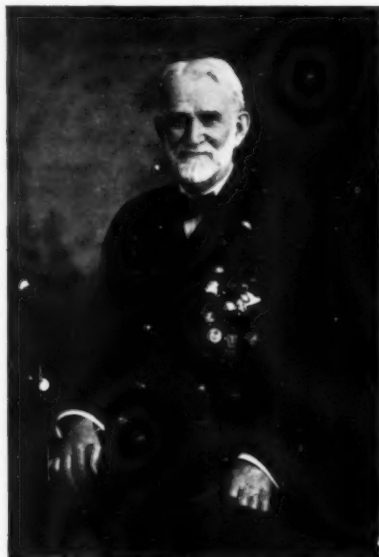
THETFORD MINES

Province Quebec, Canada

Miners and Shippers of
Asbestos

CRUDE AND FIBRE





HENRY F. GRIER

THE OLDEST PIPE COVERING MAN IN THE U. S.

Henry F. Grier, vice-president of the Central Asbestos & Magnesia Company of Chicago, is, to the best of our knowledge, the oldest pipe covering man in the United States.

Just 49 years ago (on October 1st, 1870) he began work as manager of the Chalmers-Spence Company, St. Louis. 85% Magnesia was not then in existence, and Mr. Grier has seen many queer mixtures used for pipe covering. The Chalmers-Spence Company at that time used a mixture of fire clay, charcoal and sawdust, ground fine, mixed with water, with cattle hair for a binder.

Mr. Grier's work has been principally in the West (Chicago and St. Louis) although, owing to the experience gained in covering lake steamers, he was at one time sent to New York to superintend the insulation work on ocean steamers.

Though 76 years old, Mr. Grier is still active in business, and keenly interested in the pipe covering end of it.

ASBESTOS—ITS ORIGIN

Before the phenomena of the occurrence of Asbestos can be properly understood, it is necessary that one should have some knowledge of rocks and their various constituents. The term "rock" as used by geologists means any mass or aggregate of one or more kinds of mineral or inorganic matter, whether hard or soft, which owes its origin to the operation of natural causes.

Rocks are primarily composed of minerals which are grouped under the heads of Oxides, Silicates, Sulphides, Carbonates, Fluorides, Sulphates and Elements. These various minerals are subdivided into numerous groups, most of which are of no particular interest to the student of Asbestos, except the families Amphibole and Serpentine, which come under the classification of Silicates. They embrace the important asbestiform minerals of commerce and will be treated from that standpoint in this paper.

1. Amphibole. The Amphibole Asbestos minerals are double or complex Silicates, commonly of Calcium and Magnesium or of Sodium and Iron, as may be seen in the outline given below. Isomorphic replacement of the elements is a common characteristic of this class of substances. The specific gravity ranges from 2.5 to 2.9 and the iron rich members of the series are more readily fusible at high temperatures than the others. The most commonly occurring representative Amphiboles (sometimes called Hornblend) are:—

- (A) Crocidolite, a Blue Asbestos found in South Africa. A complex Silicate of Iron and Sodium.
- (B) Actinolite, which contains a considerable percentage of Iron and is generally of a light brown or a dark green color.
- (C) Tremolite, a double Silicate of Calcium and Magnesium, which assumes a fibrous form. Its fibre can be separated readily and is then known as Amianthus, or Asbestos. The so-called Italian Asbestos belongs to this family.

2. Serpentine. Most of the Asbestos used in the arts is Fibrous Serpentine or Chrysotile. Serpentine is a Hydrated Silicate of Magnesium, containing relatively small and varying percentages of Iron, Aluminum and Calcium. From the standpoint of chemical composition, its water of

Two-Minute Talks on "85% Magnesia"

NUMBER 3

After 30 years' leadership, "85% Magnesia" heat insulation is still the world's standard.

In the last 30 years the advances in steam practice have included an increase in steam pressure from 100-150 lbs. to over 300 lbs., plus a high degree of superheat; huge turbines of 30,000 H. P. or more are replacing simple or compound engines; mechanical stokers; most exact supervision instead of rule o' thumb; and the chief engineer is a scientist instead of a mechanic.

Yet, in all this advance, "85% Magnesia" has held its own as the best, because the most efficient, *heat insulation*. In many plants all over the country can be found "85% Magnesia" coverings that have been in service for most of these thirty years, and are good for as many more.

While higher steam pressures and temperatures have rendered many old-type coverings obsolete, "85% Magnesia" is just as efficient at the very highest modern temperatures.

That it does not deteriorate with use was recently convincingly shown at the plant of the Ault and Wiburg Company. A salesman of another kind of covering had declared that the "85% Magnesia" covering had been so long in use in that plant that it must have deteriorated. But the executives met his knock with instant proof to the contrary. A section of "85% Magnesia," which had been on for fourteen years, was removed and was subjected to the most searching tests, and not the slightest sign of deterioration was discovered.

"Proof is better than assertion."



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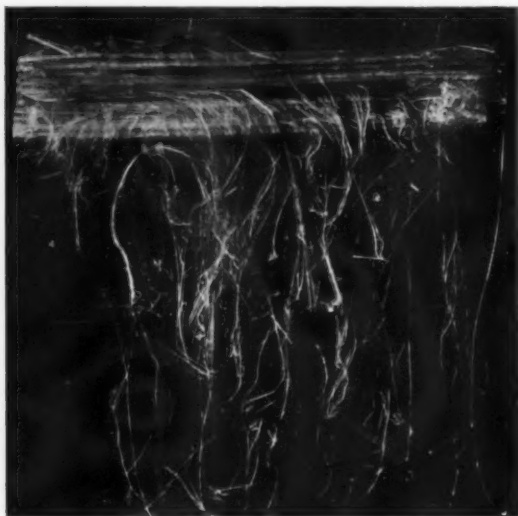


Photo from U. S. Asbestos Co.

Chrysotile Asbestos. Note the long, silky fibres. This particular specimen comes from Arizona.

constitution serves to differentiate it from the Asbestos of the Amphibole Group. Its color is green, yellow, or often mottled or variegated. The fibrous variety known as Chrysotile is the so-called Asbestos of commerce. Practically all Arizona, Canadian and California fields of Asbestos are of this variety.

Serpentine is a secondary mineral; a product of the alteration of rock, which owes its origin to the operation of eruptive or volcanic forces. In referring to Chrysotile as a secondary mineral, it is to be understood that there are two classes of minerals—Primary and Secondary. Primary minerals are those rock constituents which crystallized out first from the earth's matter; and the Secondary minerals are an alteration product of the Primary minerals. This alteration is due to the action of water, or rather of dilute aqueous solutions, percolating through the rocks or mineral.

In this we have a plausible explanation of the origin of

ASBESTOS



Photo from Asb. & Min. Corp.

Crocidolite or Blue Asbestos. Note the difference in appearance from the Chrysotile.

Chrysotile Asbestos. The water, finding its way along fissures and other planes of division, soaks into the rock itself through minute cracks, capillaries and pores, which are never wanting in the most compact rock. The percolating water contains elements and compounds which have been taken up from the atmosphere by rain or absorbed from the soil. Thus armed, the water attacks the various mineral constituents of the rock which, by chemical interaction, may be more or less profoundly altered. Some yield less readily than others, but sooner or later the several Silicate minerals, of which the igneous or volcanic rocks are so largely composed, tend to be chemically broken up and re-constituted.

Some Crystalline igneous rocks are so affected by the action just described that they are changed from hard resisting masses to soft fibrous rock, of which Asbestos is composed. The common belief has been that Asbestos

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was formed by the action of heat. However, exhaustive geophysical and chemical investigations have upset this theory and have shown by the foregoing action, namely, that water slowly percolating through the rocks would act as a reagent, breaking up the minerals and inducing recombinations, and that all constituent minerals of rocks could be produced in the wet way at ordinary temperatures.

It must be realized that practically none of the varieties of Asbestos mentioned in this article are to be found in an absolutely pure condition, corresponding to the various empirical formulae. For example, all of the Chrysotile varieties contain impurities, such as Iron, Aluminum, Lime and small quantities of other elements. Very often the value of one variety is determined by the kind and relative proportion of these impurities. For instance, Arizona fibres have a lower Iron content than the Canadian material. On the other hand, some of the less favorable workings run higher in Carbonates, which, if generally distributed, make the fibre brittle and in many cases unfit for spinning purposes. The Canadian and California fibres do not show the presence of Carbonates and are, as a general rule, soft and silky and particularly adapted for spinning.

As a matter of interest, there are shown herewith chemical analyses of samples of Arizona Chrysotile Asbestos, Crocidolite or Blue Cape Asbestos, and Canadian Chrysotile Asbestos:

	Arizona Chrysotile Asbestos
Magnesium Oxide MgO	41.85%
Silica, SiO ₂	41.35
Iron Oxide, FeO	0.69
Alumina, Al ₂ O ₃	0.91
Calcium Oxide, Lime, CaO	0.07
Water of Constitution, H ₂ O	11.96
Water, Hygroscopic, H ₂ O	1.38
	Crocidolite Blue Cape Asbestos
Magnesium Oxide, MgO	2.3%
Silica, SiO ₂	51.1
Iron Oxide, FeO	35.8
Soda, Na ₂ O	6.8
Water, H ₂ O	3.9



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facturers of

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	Canadian Chrysotile Asbestos
Magnesium Oxide, MgO	40.07%
Silica, SiO ₂	39.05
Alumina, Al ₂ O ₃	3.67
Iron Oxide, FeO	2.41
Water of Constitution, H ₂ O	14.48

This is the first of a series of articles which will be written by Mr. Chester L. Hill on ASBESTOS—Its Origin and Its Adaptability for Commercial Purposes.

REPORT OF COMPENSATION BUREAU

The Pennsylvania Compensation Rating & Inspection Bureau has completed its work on the revision of compensation rates in the State of Pennsylvania, to take effect with the amendments to the present compensation act, on January 1, 1920.

The amendments to the compensation act, as adopted at the last session of the legislature provide increased benefits, amounting to approximately 30%, and yet, in the aggregate, the present premiums are only increased by 6/10 of 1% or 60 cents on a hundred dollars.

The committee had for consideration a two billion and a half payroll in Pennsylvania, the losses of which, under the old benefits, amounted to ten millions and a half; under the new would have amounted to \$13,610,000.

The report of the committee shows accidents divided as follows:

Deaths.....	1614
Permanent total disabilities.....	148
Permanent partial disabilities.....	1509
Of the partial disabilities there were:	
Loss of arm.....	89
Loss of hand.....	375
Loss of leg.....	50
Loss of foot.....	94
Loss of eye.....	593
Undetermined.....	308

In all there were 66,525 accidents.

The specific report applying to the Asbestos Textile Industry is being prepared and will be published at a very early date.

ELWOOD J. WILSON

Mining Engineer

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DON'T STALL YOUR ENGINE

Up in New Jersey a month or so ago a man was driving a ten-ton truck, containing a load of Asbestos shingles, on a trolley track, in front of a trolley car. Suddenly, for some cause or other, the engine of the truck stalled, and CRASH! went the trolley into the truck, injuring about a dozen people.

We don't tell you this story simply because the truck contained Asbestos shingles. It might have been filled with ice, or whiskey (?) and the result would have been the same.

What we do want to call your attention to is the fact that the man, just by stalling his engine, injured a lot of people, almost demolished the trolley car, and tied up traffic for half an hour.

Such a little thing to cause so much damage! But it is the little things that count.

You salesmen, as you go your daily round, sometimes get tired of the "grind." And when you are in that mood, perhaps some purchasing agent suggests that your goods are not as good quality as Blank Company's materials, or that your prices are higher than Blank Company charges for a better quality, or some other discouraging remark.

If your enthusiasm were at flood-tide you would pay no attention to such remarks. But it may hit you when your engine is not in the best of working order, and instead of showing fight and convincing the P. A. that he is all wrong, you show by your manner that you half believe he is right and then, naturally, even if he didn't believe his own statement when made, he comes to the conclusion that perhaps he was right after all. Of course he doesn't want any of your goods when he finds that you don't believe in them yourself.

You stall your engine on the track of a long line of orders that you might have gotten, and really injure the purchasing agent's firm, because you let him purchase a quality of goods inferior to yours.

Believe in your goods. Learn how they are made, just what they are made of, so that you can talk with authority. Convince yourself that your goods are the best on the market, and if you are thoroughly convinced, it won't be hard to convince other people.

It isn't hard to talk quality when you *know* the quality is there.

FIRE LOSSES THE USE OF ASBESTOS MIGHT HAVE SAVED

The National Board of Fire Underwriters has just made public the total fire losses of the United States for the year 1918.

The figures are stupendous, the greatest in history. The gross losses were \$290,959,885.00 or approximately forty million dollars in excess of 1917, an increase from \$2.42 to \$2.76, or 34c per capita.

During 1918 there were 35 cities, having a population of 20,000 or over, whose fire losses exceeded \$5.00 per capita, against 29 in 1917 and 23 in 1916. Per capita losses of these 35 cities ranged from \$21.74 for Burlington, Vt., to \$5.08 for Tulsa, Okla. The city with medium loss was Charlotte, N. C., with \$7.34 per capita.

In 1916 Jersey City headed the list, with damages by fire amounting to \$27.71 per capita. In 1915 Newport News with \$28.00, and in 1914 Galveston with \$33.06.

Economically speaking, the property damaged by fire last year levied a tax burden on the population of the United States equivalent to \$3.00 per capita.

The above furnishes a vision of the enormous economic losses sustained in the United States by fire damage. In spite of our fire department organizations with their splendid equipment, our fire prevention devices and other precautionary measures, an economic waste in terms of millions of dollars and many human lives must be visited upon our people annually.

Upon whom is involved the responsibility for these losses?

The *Architectural Record*, referring to this subject, advocates a closer responsibility upon owners and tenants of buildings where fires occur and for the results of this system they cite the European cities, where fire losses are insignificant in comparison with those of the United States.

Another architectural magazine would charge this appalling waste to flimsy methods of building construction. It points out that only recently has adequate attention been given to fireproofing methods and even today too much emphasis is placed upon initial cost of buildings and all too little upon securing permanency and fireproof construction.

As a fireproofing material, no substitute has ever been found for Asbestos. Among the causes of conflagrations

THE ORIGINATORS *and*
LARGEST MANUFACTURERS *of*

**85% Magnesia
Sectional Coverings**

**Asbestos
Textiles, Papers
Millboards, etc.**



***"IF IT'S MADE OF ASBESTOS
WE'VE GOT IT"***



**Keasbey & Mattison Company
AMBLER, PENNA.**

ASBESTOS

conspicuously appear improper insulation on pipes, boilers, stoves and furnaces, the wooden shingle and exposure of buildings to adjoining flames.

Asbestos products are manufactured to serve all these purposes and with them goes the assurance of an absolutely incombustible fireproof construction. Property valued at millions of dollars might have been saved from ashes last year if Asbestos had been installed for service.

Architects have long held that education of the public in architecture was essential to a proper appreciation of the art of building and have discussed ways innumerable of reaching the busily occupied public. This, we believe, is a step in the proper direction.

Use Asbestos building material from boiler to roof inclusive and avoid fire losses.

CURRENT PRICES DURING LAST MONTH

Consumer's prices during the last month were at about the following level. It should be understood that great variance from these figures occurs, due to quantity and quality, but we believe these prices truly represent average market conditions.

85% Magnesia Pipe Covering.....	List Net
Magnesia Carbonate, Powdered.....	\$0.17 to \$0.20 lb.
Asbestos Paper, Commercial.....	10.00 to 15.00 cwt.
“ Millboard, Commercial.....	10.00 to 15.00 cwt.
“ Paper and Millboard, Special	15.00 to 35.00 cwt.
“ Air Cell, 4-Ply.....	40%
“ Cement.....	\$2.00 cwt.
“ Yarns, 10s Commercial.....	\$0.95 to 1.25 lb.
“ Cloth, 10s Commercial.....	1.00 to 1.50 lb.
“ Yarns and Cloth, Special...	1.50 to 5.25 lb.
“ Listings and Tapes.....	1.50 to 6.00 lb.
“ Wick and Rope Packing75 to .90 lb.
“ Wire Inserted Sheet.....	.80 to 1.50 lb.
“ High-Pressure Steam Packing	1.00 to 1.75 lb.

ASBESTOS TEXTILE Co.

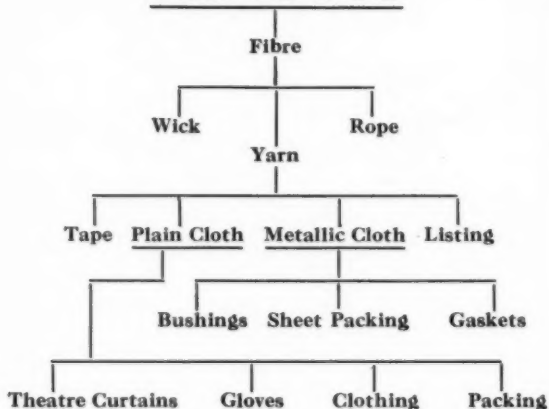
INCORPORATED

MILLS
REYNOLDSVILLE
PENNA.

GENERAL OFFICES
WOOLWORTH BUILDING
NEW YORK

WE MANUFACTURE

ASBESTOS



"Quality and Service"

ASBESTOS TEXTILE Co.

INCORPORATED

MILLS
REYNOLDSVILLE
PENNA.

GENERAL OFFICES
WOOLWORTH BUILDING
NEW YORK

JACOBS ASBESTOS MINING Co.

of Thetford, Limited

MINES: THETFORD MINES, QUEBEC, CANADA

FEDERAL ASBESTOS COMPANY

MINES

ROBERTSONVILLE, QUEBEC, CANADA



**Miners of all Kinds
of Asbestos Crude
and Fibre**



EXECUTIVE OFFICES

**282 St. Catherine Street, West
Montreal, Canada**



New York Office, 8 West 40th St.

NEWS OF THE INDUSTRY

The H. H. Robertson Co., of Pittsburg, manufacturers of Asbestos Protected Metal and other roofing materials, publish a most attractive little house organ under the name "Under Cover." This contains news of their factory, office and sales forces. numerous illustrations and articles concerning their various products. It should certainly prove of great interest to all their employees.

The re-organization plan adopted by the Re-organization Committee of the Baltimore Rfg. & Asb. Mfg. Co. on July 8th, 1919, cannot become operative because creditors and stockholders have not subscribed to it in sufficient numbers.

The receivers, therefore, announce the sale, on January 5th, 1920, of the entire plant and equipment.

Mr. Charles Coolidge Parlin, Manager Commercial Research, Curtis Publishing Company, will address the Asbestos Textile Manufacturers Association at its meeting to be held Friday, December 5th, at the Manufacturers Club, Philadelphia. Mr. Parlin's subject will be "Post-war Market Conditions and Sales Promotion."

"Asbestos, From Mine to Finished Product," published by the Asbestos & Mineral Corporation, has just reached us. Those of you who have received a copy will agree that it is, besides being a most beautiful book, wonderfully interesting. The illustrations give many readers a knowledge of the Asbestos industry obtainable from no other source.

The National Association of Building Trades Employers held an organization meeting on September 23rd and 24th, whereat the objects and policies of the Association were clearly set forth and agreed upon, and a constitution and by-laws adopted.

Thirty-four cities were represented by 160 delegates, giving this most commendable movement a decided impetus in its very beginning.

C. J. Stover, Secretary to the various Asbestos and Magnesia Trade Associations, sailed for Liverpool in the Carmania, November 8th, on business in the interests of the Industry.

News received from Mr. Stover by cable would indicate that he is meeting with satisfactory progress in his study of industrial and trade conditions in England and France. He is making his headquarters in Manchester, and expects to return to the United States before Thanksgiving.

"Fire and Water Engineering," a weekly magazine published at 318-326 W. 39th St., New York City, will undoubtedly prove of interest to many of our readers, since it gives the latest news in the fire protection and prevention fields. Subscription price is \$3.00 per year.

The Standard of Quality

Carey
ASBESTOS AND ASPHALT PRODUCTS

85% Magnesia

Carey Flexible Cement Roofing

Roll Roofings

Built-Up-Roofs

Asfaltslate Shingles

Wallboard

Roof Paints

Elastite Expansion Joint

Asphalts

Asbestos Products

85% Magnesia Products

Ezola Mats

Pipe Coverings and Cements

THE PHILIP CAREY COMPANY

Factories

Lockland, Ohio, and Plymouth Meeting, Pa.

General Offices

Lockland, Cincinnati -:- -:- U. S. A.

ASBESTOS

The Marlin Rockwell Co., of New Haven, Conn., manufacturers of insulated wire, have been doing some especially noteworthy advertising. "Rockbestos" is the trade name applied to a particularly effective insulated wire and the intelligent use by the advertiser of the oddities of Asbestos is very interesting. See electrical trade papers.

According to the Journal of Commerce, the Raybestos Company of Bridgeport, Conn., manufacturers of asbestos brake linings, has lately purchased a Sierra Ancha Asbestos property of the American Ores and Asbestos Company.

Australia is about to exploit vast deposits of matted seaweed suitable for insulation material for steam pipes and refrigerating plants, of which it is believed 4,500,000 tons, dry weight, can be obtained.

It is interesting to note that imports of Asbestos manufactured goods during September, thru the port of New York alone, amounted to \$43,320. Exports for the same month and thru the same port, amounted to \$179,604.

The new catalogue, No. FC 7-19, issued by the Franklin Mfg. Company, is now ready for distribution, and will be gladly sent to any inquirer upon request.

This catalogue is a real text book on insulation, and users of heat insulation will appreciate the unbiased recommendations made for the use of various insulating materials for different purposes.

The book is very attractively gotten up and the information given in such manner that even the laymen should have no difficulty in understanding it.

The United States spends over half a billion dollars annually on general education, but practically nothing toward the making of skilled mechanics. Our factories average little over fifty per cent. efficiency. Wherever established, industrial training becomes a revenue by reducing the labor turnover and making production cheaper in the training department than elsewhere in the factory.

BUSINESS OPPORTUNITY

Want to represent in Cleveland and Northern Ohio, concerns manufacturing Asbestos Textiles, Asbestos Paper, Millboards, Fibres, etc. Also Pipe and Boiler coverings or anything connected with the Asbestos industries. Have some good accounts; references. Address A. P. Co., care "Asbestos," 721 Bulletin Bldg., Philadelphia, Pa.

PAYMENT FOR ESTIMATING

Much comment is heard among contractors with respect to their being reimbursed for estimating specifications. Owners actually employ contractors to perform a specific work, use their experience and expert, professional advice, often without compensation. While the owner reserves the right to reject any and all bids, the contractor receives no remuneration for estimating unless the work proceeds.

The National Contractors Association, operating particularly in the Middle West, was organized to furnish a workable plan to insure contractors against this loss.

By its plan of operation each contractor adds a certain fixed charge to his bid to cover his own estimating overhead and that of every competitive bid on the same structure. Upon receiving the contract the successful bidder immediately pays the amount so added for estimating, into a central bureau, where the secretary, after deducting a certain percentage for himself, distributes the remainder, pro-rata, among the unsuccessful bidders.

The amount to be added to the estimator's bid, as well as the secretary's retainer, are carefully worked out by a graduated schedule, according to the size of the contract.

While estimating cost is a legitimate overhead expense, up-to-date methods of cost accounting would seem to require the segregation of general overhead expense so that each item might be charged against the account to which it belongs.

Strict conformity to this regulation would cause much of the present overhead of estimating expense to be charged to direct loss.

Are you interested?

Limitation of output at a time like this is a symptom of industrial insanity. Workers in every productive field must renew their efforts regardless of the instant pecuniary reward, secure in the knowledge that time will bring easier living costs as commodity stocks multiply. In this way the individual net earnings as well as those of organizations may be increased.



United States Asbestos Company

General Office: Lancaster, Pa.

Mills at Manheim, Pa.

We manufacture asbestos yarns and fabrics, also packings and friction facings and sell them exclusively to rubber goods manufacturers, packing manufacturers and brake lining manufacturers and to distributors of asbestos material on a quantity basis



Branches:

New York

Boston

Bennett-Martin Asbestos and Chrome Mines LIMITED

Head Office
**Thetford Mines, P. Q.
Canada**

Asbestos Crude and Fibre



Mines located at
Thetford Mines and Vimy Ridge

GREAT RESULTS OF ADVERTISING

It used to take a generation, or two or three, to build a big business no matter how good the merchandise nor how able the management. Now there are cases galore where a manufacturer of a few hundred thousand pounds of something has advertised his output up to five, ten or twenty million pounds, and done it in five years.

Glance at our infant giant, the automobile industry. Born somewhere about 1900 A. D., and now running at the rate of \$2,000,000,000 a year. Of course this industry was bound to grow great in time, because man wanted individual transportation. But it took advertising to do it quickly, to let man know that what he wanted was ready at hand at a fair price for immediate delivery. And it took advertising to make him an intelligent purchaser and intelligent user of the darned thing.

So with many industries, great and small, but all greater and better because of their direct contact with that simple yet powerful force, consumer understanding.

There are now some twenty-three thousand regular publications printed in the American language. Advertising makes this possible. This one benefit to the people is so far-reaching and so far beyond estimate that one dare not say how vastly our civilization is indebted.

Our monthly market journal "ASBESTOS" is designed to carry in condensed form the message of the Asbestos and Magnesia Manufacturers to manufacturer, miner, jobber, distributor, salesman and consumer.

Doubtless the most direct and obvious benefits of advertising have to do with the variety, quality and condition of the things we buy. In the old days when goods of unknown character were sold by a merchant of known character, both he and his customers suffered many disappointments and injustices. Nowadays a manufacturer puts his name and address on his wares and says in public print to all the world, "These goods are O.K.—I know because I made them. My reputation and my fortune are behind them as a perpetual guarantee of quality, condition, and fair dealing."

Poor, disappointing wares will not long stand up under that kind of "pitiless publicity." But honest goods, honestly advertised, soon build up a mutual good-will between maker and consumer which is little short of per-

sonal friendship. This results in better merchandise and better business to the economic gain of everybody.

NEWS OF GENERAL INTEREST

It is predicted by "Sales Management," a Chicago publication, that specializes in salesmanship, that the next few months will bring radical changes in the paying of salesmen. Various large concerns, it avers, have decided to discontinue paying commissions to new salesmen and, instead, put them on salary and bonus. The last few years' experience has changed the opinion of employers who were formerly strong for the commission basis, which rewarded a man according to his sales, rather than effort or ability.

The sales manager is now singing another song. Salesmen working on a commission basis are getting very big commissions with little or no effort. Shoe salesmen, for example, now sell for \$200,000 shoes that formerly might have sold for \$60,000, and this business they take down on a commission of 6 or 7 per cent. This makes their income three times as large today, for very little effort or ability, as it was several years ago for considerable effort and ability.

The employers declare that this is unfair, and particularly so to old employees who are salaried men. The proposal now is to bring all men to a salary basis and a bonus for sales beyond a certain amount.

The Independent Pneumatic Tool Company, Chicago, recently held a very successful Sales Convention, at which branch managers and representatives from all points, both of the United States and Canada, were in attendance. The meeting was in charge of the Vice-President and General Sales Manager, R. S. Cooper, assisted by the President, Secretary and Consulting Engineer.

It will be remembered that John D. Hurley is President of this company. Many ways and means of improving "Thor" Tools and service to customers were developed, and representatives returned to their work with renewed "pep" and enthusiasm for business.

Might not a get-together meeting of this kind be found profitable among the members of the Asbestos and Magnesia Industries?

Procter & Gamble, pioneers in the movement to establish friendship between capital and labor, has decided to elect from each of its three plants an employee to serve on the Board of Directors. Those high in financial circles give this company credit for fishing ahead of the net in its relations with labor.

It is interesting to note that the statement issued by the National Bank of Commerce, New York, on the "trend of Brazil Trade" shows the increase of United States exports to that country, from \$51,000,000 in 1913 to \$89,000,000 in 1918. This looks as if the United States and Great Britain had just about exchanged places in South American trade. Prospects for export trade in the Southern Republics seem promising.

EHRET MAGNESIA MFG. COMPANY

VALLEY FORGE, PA.

October 21, 1919.

Editor "ASBESTOS."
721 Bulletin Bldg.,
Philadelphia, Pa.

Dear Sir:

Doesn't it seem foolish each month for us to tell you of the celebrated record of Ehret 85% Magnesia Covering, maintained for the past sixteen years, for your readers all know concerning this record? Today in place of crowing over it, let us just talk of our representatives and agents, whose names were given you last month.

Messrs. Nightingale & Childs (our New England representatives) sold throughout New England the first made 85% Magnesia (and that was all of thirty years ago) and are selling 85% Magnesia today, and have sold it during all these thirty years without a break.

Chamberlin Rubber Co. (our Rochester, N. Y. representatives) have approximately the same record, that is, they commenced to sell 85% Magnesia at the beginning, and are selling it today.

The Delaware Electric and Supply Co. (our representatives from Delaware) sold 85% Magnesia first in 1897, and continued this sale up to today.

Wallace & Gale (our Baltimore representatives) first presented 85% Magnesia to the steam-using public and the architects in that territory, possibly as far back as 1888, and they have been presenting it ever since to the same clientele with marked success.

This letter is too long now, but the subject is not nearly finished. There are many more veterans in the service, and we will tell you about them later.

Yours respectfully,

EHRET MAGNESIA MFG. CO.

BRANCH OFFICES

Ehret Magnesia Mfg. Co., 2222 Land Title Bldg., Phila., Pa.

Ehret Magnesia Mfg. Co., 101 Park Ave., New York City,
New York.

Ehret Magnesia Mfg. Co., 20 E. Jackson Blvd., Chicago, Ill.

NEW ENGLAND REPRESENTATIVE

Nightingale & Childs Co., 205 Congress St., Boston, Mass.

AGENTS

W. H. Fleming, 1523 Jefferson Co. Bank Bldg., Birmingham,
Alabama.

Canadian Asbestos Co., 42 Youville Sq., Montreal, Canada.

Chas. E. Wehr, 222 Hume Mansur Bldg., Indianapolis, Ind.

Chamberlain Rubber Co., 93 E. Main St., Rochester, N. Y.

Cleveland Insulation Co., 512 Century Bldg., Cleveland, O.

Mong-Hamilton Co., 132-134 First Ave., Pittsburg, Pa.

Hendrie & Bolthoff Mfg. and Supply Co., 1621-17th Street,
Denver, Colo.

General Equipment Co., 1217 Realty Bldg., Charlotte, N. C.

Delaware Elec. & Supply Co., Wilmington, Del.

Collingswood Sanborn, Colorado Bldg., Washington, D. C.

Wallace & Gale, 115 S. Gay St., Baltimore, Md.

C. Stanley Morgan, 55 Wayne St., Detroit, Mich.

H. M. Orschel Co., 701 S. 11th St., Omaha, Neb.

Asbestos Supply & Mfg. Co., 111 W. 3rd St., Cincinnati, O.

GUTS

BY RUFUS T. STROHM

The title of my verse, I fear,
May jar upon the cultured ear
And shock the squeamish and precise,
Whose speech is always over-nice;
But yet the simple truth remains
That, whether men have brawn or brains,
The thing that lifts them from their ruts
Is guts.

With purpose firm as adamant
It meets the coward's whine, "I can't,"
And in a voice emphatical
Declares the doctrine of "I shall!"
It turns the idler's "It may be"
To roseate reality,
And laughs with scorn at "ifs" and "buts,"
Does guts.

It picks the fighter from the dust
In which he falls, and cries "You must!"
Till, heartened and aroused anew,
He struggles up and battles through.
It rips the planking from the floor
And bursts the oaken prison door
That Fate or Fortune coldly shuts—
That's guts!

